

From: Colin Molton
Sent: 08 May 2018 10:01
To: [REDACTED]
Subject: RE: Follow up from our meeting

Thanks again for this [REDACTED]. Really helpful. Will be in touch in due course. Best regards. Colin.

From: [REDACTED]@destinationbristol.co.uk]
Sent: 30 April 2018 14:19
To: Colin Molton
Subject: Follow up from our meeting

Dear Colin

It was a pleasure to meet you properly today and for the opportunity to discuss the work undertaken. A series of attachments are included as promised.

1. Yellow Rail Road Place making and marketing report

This work was undertaken in 2009 and then the politics got in the way a little. However, it remains probably the best (only) piece of work that had multiple stakeholder engagement and almost 10 years later, still pretty much holds up.

2. Bristol Business and Social Events 2016

Economic Impact report for Bristol city region relating to MICE industry.

3. Other research - VisitBritain

VisitBritain have recently undertaken some work which is significant to your evaluation

https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/published_report_visitbritain_business_events_research_final.pdf

https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/report_business_events_research_modules_1_3_final.pdf

4. British Meetings and Events Industry Survey (BMEIS)

<http://www.meetpie.com/StaticPageDisplay.aspx?code=BMEISMENU>

This is a study we subscribe to annually as it provides valuable insights as well as nominal destination ranking. It shouldn't really be shared but this is just for information purposes only.

Venues and destinations

City centre hotels remain the most popular venues, most probably due to their ability to meet the top influencing criteria of access, price and location plus free WIFI which is now the 4th most important factor.

London, Manchester and Birmingham remain the top three destinations of choice, followed by Edinburgh. Bristol has risen to 5th this year from 11th most popular last year.

26% of associations and 45% of corporates had held events outside the UK despite the exchange rate issues. The USA was the most popular country for events followed by Germany.

We are definitely punching above our weight in this survey as the resource and facilities of all of those above outweigh our own – Liverpool, Glasgow, Newcastle, Cardiff and Leeds. We have a strong partnership approach and in general a good destination wide way of working – not perfect, but certainly aiming to be joined up. Also, we learn from research such as this as to what is important for event organisers and ensure we are delivering the messages they want to hear – accessibility, affordability (although can be an issue regards bedrooms) and destination appeal.

5. UK Developments

These are the ones that I am aware of and not a definitive list

Blackpool Conference Centre – due to open 2019

<http://www.wintergardensblackpool.co.uk/conferences/venues/conference-exhibition-centre/>

<https://www.blackpool.gov.uk/Your-Council/Creating-a-better-Blackpool/Blackpool-Winter-Gardens-conference-and-exhibition-centre.aspx#ad-image-0>

ICC Wales – due to open 2019

<http://www.iccwales.com/>

Farnborough International Exhibition & Conference Centre – open 2018

<https://www.farnborough.com/>

Aberdeen Exhibition and Conference Centre (AECC) – opening 2019

<http://www.aeccevolves.co.uk/>

Brighton – planning 2019 / 2020

<https://www.brighton-hove.gov.uk/content/planning/major-developments/waterfront-project-a-new-future-black-rock-and-brighton-centre>

Newcastle / Gateshead – tbc

<https://www.investgateshead.com/article/3185/-200-million-arena-and-conference-and-exhibition-centre-boost>

Obviously access to Bristol knocks spots off of all other destinations on this list. I am chasing up VisitBritain as to any further development not yet mentioned.

6. ICCA - <https://www.iccaworld.org/>

Bristol is currently not a member as I have been unable to unlock funds to make this happen just yet – but am working on it. The membership fee isn't an issue but the joining fee wipes out a big part of my budget. This would be critical for future investment.

7. Other UK Convention Bureaux

Detailed report attached comparing the investment and role of other city bureaux.

If there is anything more I can help with, please do let me know.

Best wishes

[REDACTED]

[REDACTED]

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